Amendment to the Claims:

The listing of claims will replace all prior versions, and listings of claims in the application:

Please cancel Claims 85-92, amend Claims 1, 7, 8, 11, 17, and 18, and add new Claims 93 and 94 as follows:

Listing of Claims:

1. (Currently Amended) A method of generating at least one package, each package including at least one item for sale, the method comprising:

(1) defining an affinity space coordinate for each of a plurality of items available for sale;

(2) creating a plurality of package templates and storing the templates in a database, each package template including at least one mandatory element schema having an associated required attribute and an associated affinity constraint ~~space description~~; thereafter

(3) receiving a request for a package from a consumer; and

(4) dynamically generating, with a computer, at least one package from at least one of the plurality of package templates based upon the consumer request, wherein dynamically generating at least one package comprises:

selecting at least one of the plurality of package templates;

comparing the affinity space coordinate for each of the plurality of items with the required attribute and the affinity constraint ~~space description~~ associated with the selected package templates; and

if the comparison step reveals a match, generating a package that is defined at least in part by the respective package template and includes at least one item with a matching affinity space coordinate.

2. (Previously Presented) The method of claim 1 further comprising presenting for sale the generated package, wherein the presenting step is performed by dynamically generating

an html page containing a description of the package, and transmitting the html page over a decentralized computer network to at least one consumer.

3. (Previously Presented) The method of claim 1 wherein the selecting step comprises selecting at least one of the package templates based at least in part on the consumer request.

4. (Previously Presented) The method of claim 3 wherein the consumer request includes consumer mood.

5. (Previously Presented) The method of claim 3 wherein the consumer request includes number of persons traveling.

6. (Previously Presented) The method of claim 3 wherein the consumer request includes a timing constraint.

7. (Currently Amended) The method of claim 1 further comprising storing a description of each of the plurality of items, including the associated affinity space coordinates, in a computer database, and wherein the comparing step includes searching the computer database for items having affinity coordinates matching the required attribute and the affinity constraint ~~space description~~ associated with the selected package templates.

8. (Currently Amended) The method of claim 1 further comprising maintaining a hash table of the items keyed by affinity space coordinate, and wherein the comparing step includes performing a hash table lookup for each required attribute and required affinity constraint ~~space description~~.

9. (Previously Presented) The method of claim 1 further comprising permitting the consumer to purchase the generated package.

10. (Previously Presented) The method of claim 9 further comprising confirming the consumer's purchase of the package.

11. (Currently Amended) A computer system for generating at least one package, each package including at least one item for sale, the computer system comprising:

a database that stores at least a description of each of a plurality of items available for sale, the description including an affinity space coordinate, the database also storing a plurality of package templates, each package template including at least one mandatory element schema having an associated required attribute and an associated affinity constraint ~~space description~~;

a front end that receives a request for a package from a consumer; and

a back end coupled to the front end and the database, the back end adapted to dynamically generate at least one package from at least one of the plurality of package templates based upon the consumer request, wherein the back end is adapted to dynamically generate at least one package by selecting at least one of the plurality of package templates, comparing the affinity space coordinate for each of the plurality of items with the required attribute and the affinity constraint ~~space description~~ associated with each of the selected package templates, and if the comparison reveals a match, generating a package that is defined at least in part by the respective package template and includes at least one item with a matching affinity space coordinate.

12. (Previously Presented) The system of claim 11 wherein the front end includes a page generator that dynamically generates an html page containing a description of the generated package.

13. (Previously Presented) The system of claim 11 wherein the back end is adapted to select at least one of the plurality of the package templates based at least in part on the consumer request.

14. (Previously Presented) The system of claim 13 wherein the consumer request includes consumer mood.

15. (Previously Presented) The system of claim 13 wherein the consumer request includes number of persons traveling.

16. (Previously Presented) The system of claim 13 wherein the consumer request includes a timing constraint.

17. (Currently Amended) The system of claim 11 wherein the back end is further adapted to search the database for items having affinity coordinates matching the required attribute and the affinity constraint ~~space description~~ associated with the selected package templates.

18. (Currently Amended) The system of claim 11 further including a hash table of the plurality of items keyed by affinity space coordinate, wherein the back end is adapted to perform a hash table lookup for each required attribute and required affinity constraint ~~space description~~.

19. (Previously Presented) The system of claim 11 further including a purchase transactor that permits a consumer to purchase the generated package.

20. (Previously Presented) The system of claim 19 further including a confirmation section that confirms the consumer's purchase of the generated package.

21. (Previously Presented) A method of offering at least one package over a decentralized computer network to a consumer using a web browsing appliance, wherein each package includes at least one travel component, and wherein the method comprises:

(a) storing descriptions of available travel components in a database;

(b) storing a plurality of travel package templates in a database;

(c) receiving a request for a package from a consumer; thereafter

(d) dynamically generating at least one travel package based on the consumer request, at least one of the plurality of travel package templates, and at least one available travel component description; and

(e) offering the at least one generated travel package to the consumer by transmitting a description of the generated travel package over the decentralized computer network to the consumer's web browsing appliance.

22. (Previously Presented) The method of claim 21 further comprising performing a purchasing transaction to purchase at least one of the generated travel packages.

23. (Previously Presented) The method of claim 21 further including using a screen-scraping technique to obtain the available travel component descriptions.

24. (Original) The method of claim 21 wherein the travel component description includes an affinity space coordinate.

25. (Previously Presented) The method of claim 21 wherein each travel package template includes at least one mandatory element schema having an associated affinity space description.

26. (Previously Presented) The method of claim 21 wherein the generating step includes comparing, with a computer, an affinity space coordinate for each of the travel components with a affinity space description associated with the selected package templates.

27. (Previously Presented) The method of claim 21 wherein the available travel components each expire within a given time period.

28. (Previously Presented) A computer system for offering at least one package over a decentralized computer network to a consumer using a web browsing appliance, wherein each package includes at least one travel component, and wherein the computer system comprises:

a database that stores descriptions of available travel components and a plurality of travel package templates;

a front end that receives a request for a package from a consumer; and

a back end that thereafter dynamically generates at least one travel package based on the consumer request, at least one of the plurality of travel package templates, and at least one available travel component description, and offers the generated travel package to the consumer by transmitting a description of the generated travel package over the decentralized computer network to the consumer's web browsing appliance.

29. (Previously Presented) A method of dynamically creating packages comprising:

(a) receiving a request for a package from a consumer ; thereafter

(b) dynamically generating at least one package based on the consumer request, at least one of a plurality of package templates stored in a database, and at least one available component description, and

(c) offering the at least one generated package to the consumer by transmitting a description of the generated package over a decentralized computer network.

30. (Previously Presented) The method of claim 29 wherein the component comprises a last-minute travel component.

31. (Previously Presented) The method of claim 29 wherein the dynamically generating step is performed via a web site.

32. (Previously Presented) A method for building packages of components and offering said packages for sale over a data communications network, the method comprising:

storing descriptions of available components within a database;

providing a plurality of package templates stored in a database;

receiving a request for a package from a consumer, and thereafter dynamically generating at least one package based at least in part on the consumer request, at least one of the plurality of package templates, and at least one available component description; and

offering the at least one generated package for sale to a consumer over the data communications network.

33. (Previously Presented) The method of claim 32 wherein each package template describes a respective travel package, and the components comprise travel components.

34. (Previously Presented) The method of claim 32 wherein the components describe at least one of attributes and qualities.

35. (Previously Presented) The method of claim 32 wherein the components describe an affinity space coordinate.

36. (Previously Presented) The method of claim 32 wherein each package template includes at least one mandatory component schema and at least one optional component schema.

37. (Previously Presented) The method of claim 32 wherein each package template further includes an affinity space subset description.

38. (Canceled)

39. (Previously Presented) The method of claim 32 further comprising requiring a human to approve the generated package before offering the generated package for sale.

40. (Previously Presented) The method of claim 32 further including confirming availability of the generated package at a time of consumer selection thereof before completing a sales transaction.

41. (Previously Presented) The method of claim 32 wherein the offering step comprises offering the at least one generated package for sale via a web-based interface.

42. (Previously Presented) The method of claim 32 wherein the providing step comprises the step of a human creating the plurality of package templates, each package template describing a respective package of components.

43. (Previously Presented) The method of claim 42 wherein each package template includes a mandatory airline ticket and hotel and at least one optional element.

44. (Previously Presented) The method of claim 32 further comprising receiving a consumer request through consumer navigating screens of a web site.

45. (Previously Presented) The method of claim 32 further comprising selecting a subset of the plurality of package templates meeting the consumer request, wherein the dynamically generating step comprises dynamically generating at least one package based at least in part on the consumer request, the selected subset of package templates, and at least one available component description.

46. (Previously Presented) The method of claim 32 wherein each package template comprises a package description including at least one of text, images and animations.

47. (Previously Presented) The method of claim 32 wherein each package template includes at least one component schemata.

48. (Previously Presented) The method of claim 32 wherein each package template includes at least one field stating whether a component is mandatory or optional.

49. (Previously Presented) The method of claim 32 further including automatically returning possible combinations of components stored in the database for human selection.

50. (Previously Presented) The method of claim 32 further comprising adding incentive characteristics to at least one generated package.

51. (Previously Presented) The method of claim 50 wherein the adding step includes adding at least one of a default margin, a coupon and a rebate.

52. (Previously Presented) The method of claim 32 further comprising obtaining at least one available component by using a screen scraping process.

53. (Previously Presented) The method of claim 32 further comprising obtaining at least one available component by accessing a computer reservation service.

54. (Previously Presented) The method of claim 32 further comprising obtaining at least one available component by accessing a supplier database.

55. (Previously Presented) The method of claim 32 further comprising obtaining at least one available component by accessing an EDI interface.

56. (Previously Presented) The method of claim 32 further comprising obtaining at least one available component via an email interface.

57. (Previously Presented) The method of claim 32 further comprising obtaining at least one available component via an HTML supplier interface.

58. (Previously Presented) A method of using a computer to develop and offer packages for sale comprising:

describing attributes and/or qualities of a plurality of items;

creating a plurality of package schema and storing the package schema in a database, each package schema including mandatory element schema and optional element schema;

receiving a request for a package from a consumer; thereafter

selecting at least one of the plurality of package schema; and for each mandatory element schema in a selected package schema,

determining which item(s) fit to develop at least one candidate package;

presenting the at least one candidate package; and

if one of the at least one candidate package is selected, confirming availability of items within the selected candidate package before completing a sales transaction for the selected candidate package.

59. (Previously Presented) The method of claim 58 wherein each package schema comprises at least one affinity coordinate.

60. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise a travel item.

61. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise an airline reservation.

62. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise a hotel reservation.

63. (Previously Presented) The method of claim 58 wherein the presenting step comprises presenting the at least one candidate package for sale over the Internet using a web-based interface and a browser.

64. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise a consumer electronics item.

65. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise a gift.

66. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise a product and at least one of the plurality of items comprise a service.

67. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise a legal service.

68. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise a real estate brokerage service.

69. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise a mortgage brokerage service.

70. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise an appliance.

71. (Previously Presented) The method of claim 58 wherein at least one of the plurality of items comprise a home renovation service.

72. (Previously Presented) A package schema data structure comprising:

at least one field stating whether an element is mandatory or optional;

a list of required attributes; and

at least one coordinate defining matching criteria,

wherein the package schema data structure is used along with a plurality of other package schema to dynamically develop, in response to a consumer request for a package, at least one package of a plurality of elements to be offered for sale over the Internet via a web interface.

73. (Previously Presented) A dynamic package sales system comprising:

a back end interface that gathers package components from a plurality of suppliers and stores the components within a computer database;

an operator interface that allows operators to develop a plurality of package models and store the package models in a database, each package model defining mandatory and optional package components;

a front end interface that receiving a request for a package from a consumer; and

a computer arrangement that selects at least one of the plurality of package models, and thereafter matches components within the database with the selected at least one package model to develop at least one complete package,

wherein the front end interface is also adapted to offer the at least one complete package for sale over the Internet and allow the consumer to select and purchase at least one of the offered packages, and

wherein the computer arrangement is also adapted to confirm availability of package components within database before completing a purchasing transaction for at least one of the offered packages.

74. (Previously Presented) A dynamic package sales method comprising:

gathering descriptions of package components from a plurality of suppliers;

storing the component descriptions within a computer database;

developing a plurality of package models and storing the package models in a database, each package model including mandatory components and optional components;

receiving a request for a package from a consumer; thereafter

selecting at least one of the plurality of package models;

matching components within the database with the selected at least one package model to develop at least one complete package; and

offering the at least one complete package for sale over the Internet, and allowing the consumer to select and purchase at least one of the offered packages,

wherein the offering step includes confirming availability of package components within the database before completing a purchasing transaction for at least one of the offered packages.

75. (Previously Presented) The method of claim 1 wherein the dynamically generating step occurs without consumer interaction.

76. (Previously Presented) The computer system of claim 11 wherein the back end is adapted to dynamically generate at least one package without consumer interaction.

77. (Previously Presented) The method of claim 21 wherein the dynamically generating step occurs without consumer interaction.

78. (Previously Presented) The computer system of claim 28 wherein the back end is adapted to dynamically generate at least one travel package without consumer interaction.

79. (Previously Presented) The method of claim 29 wherein the dynamically generating step occurs without consumer interaction.

80. (Previously Presented) The method of claims 32 wherein the dynamically generating step occurs without consumer interaction.

81. (Previously Presented) The method of claim 58 wherein the selecting and determining steps occur without consumer interaction.

82. (Previously Presented) The package schema data structure of claim 72, wherein the package schema data structure is used to dynamically develop at least one package further without consumer interaction.

83. (Previously Presented) The dynamic package sales system of claim 73 wherein the computer arrangement is adapted to develop at least one complete package independent of consumer interaction.

84. (Previously Presented) The dynamic package sales method of claim 74 wherein the selecting and matching steps occur without consumer interaction.

85-92. (Canceled).

93. (New) A method of generating at least one package, each package including at least one item for sale, the method comprising:

defining an affinity space coordinate for each of a plurality of items available for sale;

creating a plurality of package templates and storing the templates in a database, each package template including at least one mandatory element schema having an associated required attribute and an associated affinity constraint; thereafter

dynamically generating, with a computer, at least one package from at least one of the plurality of package templates based upon comparing the affinity space coordinate for each of the plurality of items with the required attribute and the affinity constraint associated with the selected package templates, and if the comparison step reveals a match, generating a package that is defined at least in part by the respective package template and includes at least one item with a matching affinity space coordinate; and

mapping the package in affinity space for comparison to a request for a package.

94. (New) The method of claim 93 further comprising:

receiving the request for a package, the request including customer constraints;

mapping the request in affinity space;

determining whether the request correlates to the stored package; and

offering the stored package for sale if the request correlates to the stored package.